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# NATIONAL YELLOW PAGES 1986 USAGE STUDY

## 1986 12-MONTH SUMMARY OF RESEARCH RESULTS

FROM THE

NATIONAL YELLOW PAGES

SERVICE ASSOCIATION

# THE RESULTS

The following report provides the key findings from the 1986 National Yellow Pages Usage Study. Based on the full year of measurement (48 measurement weeks during January through December 1986), a total of 11,275 telephone interviews were conducted among a random sampling of persons age 18 and over residing in telephone households in the continental United States.

**98.5%** of all adults indicated familiarity with the Yellow Pages, hence awareness of the Yellow Pages is virtually universal.

**76.7%** of all adults referred to the Yellow Pages in the typical month during 1986.

**56.8%** of all adults in the U.S. referred to the Yellow Pages in a typical week.

**3.48** references to the Yellow Pages were made, on the average, by adult *users* in the average week, or 49 million references in the typical day. Among *all* persons, average frequency of usage is 1.96 references.

**18.4%** of all adults used the Yellow Pages on the typical day during 1986.

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## ON THE TYPICAL YELLOW PAGES REFERENCE...

**53.8%** referred to at least one Yellow Pages advertisement (the average was 2.3 advertisements). 44.6% looked at the listings only.

**63.2%** had the name of a store, firm, or establishment in mind prior to looking in the Yellow Pages; however, 34.6% did *not* have a name in mind.

**83.5%** of all Yellow Pages references resulted in a contact of a store or business.

**50.0%** of these Yellow Pages references resulted in the purchase of a product or service (that's 24.3 million purchases on the typical day). Among those who did not make a purchase, 77.0% indicated they were either very or somewhat likely to make a purchase.

Of those adults who did make a purchase...

...32.9% spent $25 or less on that purchase.
...27.8% spent $25-$100.
...16.0% spent $100-$500.
...6.6% spent over $500.
...16.7% did not know how much was spent or had not been billed at time of the interview.

# THE 1986 NATIONAL YELLOW PAGES USAGE STUDY:

## 1986 ESTIMATES OF PAST 7-DAY USAGE

| | | POPULATION (000) | % OF POP. | PAST 7-DAY YELLOW PAGES USAGE AVERAGE FREQUENCY | PAST 7-DAY USES (000) | % OF USES | USAGE INDEX* |
|---|---|---|---|---|---|---|---|
| **TOTAL** | Adults 18+ | 173,844 | 100.0 | 1.96 | 340,734 | 100.0 | 100 |
| **SEX** | Males 18+ | 82,594 | 47.5 | 2.15 | 176,538 | 51.8 | 109 |
| | Females 18+ | 91,250 | 52.5 | 1.81 | 164,196 | 48.2 | 92 |
| **AGE** | 18-24 | 27,759 | 16.0 | 2.41 | 63,638 | 18.7 | 117 |
| | 25-34 | 41,793 | 24.0 | 2.66 | 105,749 | 31.0 | 129 |
| | 35-49 | 44,466 | 25.6 | 2.28 | 96,439 | 28.3 | 111 |
| | 50-64 | 32,496 | 18.7 | 1.70 | 52,550 | 15.4 | 82 |
| | 65+ | 27,330 | 15.7 | 0.86 | 22,358 | 6.6 | 42 |
| **EDUCATION** | Less than H.S. Grad | 32,542 | 18.7 | 1.12 | 35,474 | 10.4 | 56 |
| | High School Grad | 68,778 | 39.6 | 1.85 | 123,845 | 36.4 | 92 |
| | At Least Some College | 72,524 | 41.7 | 2.57 | 181,415 | 53.2 | 128 |
| **HOUSEHOLD INCOME (000)** | Under $10 | 26,720 | 15.4 | 1.19 | 28,401 | 8.3 | 54 |
| | $10-24.9 | 56,022 | 32.2 | 1.94 | 97,076 | 28.5 | 89 |
| | $25-39.9 | 46,340 | 26.7 | 2.38 | 98,511 | 28.9 | 108 |
| | $40+ | 44,762 | 25.7 | 2.92 | 116,746 | 34.3 | 133 |

*Index = % of uses ÷ % of population.

Source: Statistical Research, Inc.

A description of sampling and survey procedures, sample sizes, sampling error estimates and other qualifications are available upon request.

# THE STUDY

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The information contained in this brochure was compiled by Statistical Research, Inc. (SRI), an experienced, independent national research firm headquartered in Westfield, New Jersey. SRI was commissioned by the National Yellow Pages Service Association to conduct an ongoing national study to measure consumer Yellow Pages usage.

The study design measures overall usage, frequency of usage, type of usage, and end results of usage.

The research methodology utilizes a random digit dial telephone technique and interviews are conducted throughout the country on a daily basis over 12 four-week measurement periods annually — each of which includes an average of 950 telephone interviews.

Future plans include release of study information to show seasonal variations in Yellow Pages usage; Yellow Pages usage by specific product/service categories; and demographic variations in Yellow Pages usage by sex, age, education and income as related to specific products and services.

This report highlights the study results from the 12 four-week periods studied during January through December 1986. These results prove, now more than ever, that National Yellow Pages advertising can help national advertisers and agencies reach prospects when they're ready to buy.

For more information, contact your NYPSA Authorized Selling Representative, or call or write NYPSA Headquarters.

# NATIONAL YELLOW PAGES ADVERTISING WORKS

For more information, contact your NYPSA Authorized Selling Representative, or call or write NYPSA Headquarters.

National Yellow Pages Service Association
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888 W. Big Beaver Road, Troy, Michigan 48084, (313) 362-3300

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# NATIONAL YELLOW PAGES 1987 USAGE STUDY

## 1987 12-MONTH SUMMARY OF RESEARCH RESULTS

FROM THE

NATIONAL YELLOW PAGES

SERVICE ASSOCIATION

# THE RESULTS

The following report provides the key findings from the 1987 National Yellow Pages Usage Study. Based on the full year of measurement (48 measurement weeks during January through December 1987), a total of 10,878 telephone interviews were conducted among a random sampling of persons age 18 and over residing in telephone households in the continental United States.

**98.6%** of all adults indicated familiarity with the Yellow Pages, hence awareness of the Yellow Pages is virtually universal.

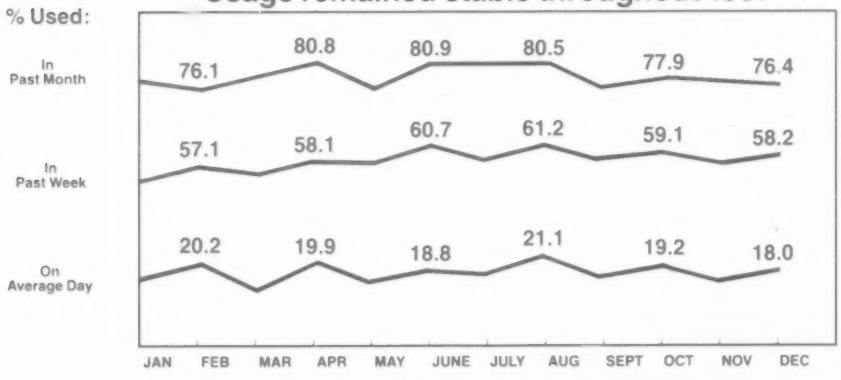
**78.2%** of all adults referred to the Yellow Pages in the typical month during 1987.

**58.1%** of all adults in the U.S. referred to the Yellow Pages in a typical week.

**3.25** references to the Yellow Pages were made, on the average, by adult *users* in the typical week, or 1.89 references per week among *all* persons. This results in an estimated 17.2 *billion* references by U.S. adult consumers in 1987.

**18.3%** of all adults used the Yellow Pages on the typical day during 1987.

**Usage remained stable throughout 1987**



# 12 MONTHS 1987

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## ON THE TYPICAL YELLOW PAGES REFERENCE...

**54.5%** referred to at least one Yellow Pages advertisement (the average was 2.3 advertisements). This resulted in an estimated 40.1 billion advertisements looked at in the Yellow Pages in 1987.

**61.2%** had the name of a store, firm, or establishment in mind prior to looking in the Yellow Pages; however, 38.0% did *not* have a name in mind.

**70.7%** of these references were for home or personal reasons and 28.2% were job-related or for business reasons (for an estimated 4.9 billion business references in 1987).

**85.0%** of all Yellow Pages references resulted in a contact of a store or business.

**48.2%** of these Yellow Pages references resulted in the purchase of a product or service. This resulted in an estimated 8.3 billion purchases in 1987 after adult consumers looked in the Yellow Pages.

Of those adults who did make a purchase...

...33.5% spent $25 or less on that purchase.
...28.7% spent $26-$100.
...14.3% spent $101-$500.
... 7.7% spent over $500.
...15.8% did not know how much was spent or had not been billed at the time of interview.

Among those adults who did not make a purchase, 75.1% indicated that they were either very or somewhat likely to make a purchase. Hence... 87.2% of Yellow Pages users had *either* made a purchase or indicated they were likely to do so.

# THE 1987 NATIONAL YELLOW PAGES USAGE STUDY:

## 1987 ESTIMATES OF PAST 7-DAY USAGE

| | | POPULATION (000) | % OF POP. | PAST 7-DAY YELLOW PAGES USAGE AVERAGE FREQUENCY | PAST 7-DAY USES (000) | % OF USES | USAGE INDEX* |
|---|---|---|---|---|---|---|---|
| **TOTAL** | Adults 18 + | 174,964 | 100.0 | 1.89 | 330,682 | 100.0 | 100 |
| **SEX** | Males 18 + | 83,121 | 47.5 | 1.93 | 160,593 | 48.6 | 102 |
| | Females | 91,843 | 52.5 | 1.85 | 170,089 | 51.4 | 98 |
| **AGE** | 18-24 | 26,579 | 15.2 | 2.27 | 58,830 | 17.8 | 117 |
| | 25-34 | 42,218 | 24.1 | 2.42 | 99,621 | 30.1 | 125 |
| | 35-49 | 45,554 | 26.0 | 2.30 | 102,161 | 30.9 | 119 |
| | 50-64 | 32,896 | 18.8 | 1.62 | 51,963 | 15.7 | 84 |
| | 65 + | 27,717 | 15.8 | 0.67 | 18,107 | 5.5 | 35 |
| **EDUCATION** | Less than H.S. Grad | 30,804 | 17.6 | 0.83 | 25,456 | 7.7 | 44 |
| | H.S. Grad | 68,243 | 39.0 | 1.80 | 122,304 | 37.0 | 95 |
| | At Least Some College | 75,917 | 43.4 | 2.42 | 182,922 | 55.3 | 127 |
| **HOUSEHOLD INCOME (000)** | Under $10 | 24,089 | 13.8 | 1.33 | 29,240 | 8.8 | 64 |
| | $10-24.9 | 52,995 | 30.3 | 1.85 | 89,480 | 27.1 | 89 |
| | $25-39.9 | 46,448 | 26.5 | 2.11 | 89,447 | 27.0 | 102 |
| | $40 or more | 51,432 | 29.4 | 2.61 | 122,515 | 37.1 | 126 |
| **CENSUS REGION** | Northeast | 38,314 | 21.9 | 1.57 | 60,149 | 18.2 | 83 |
| | Midwest | 43,867 | 25.1 | 1.77 | 77,640 | 23.5 | 94 |
| | South | 58,824 | 33.6 | 1.94 | 114,112 | 34.5 | 103 |
| | West | 33,959 | 19.4 | 2.32 | 78,781 | 23.8 | 123 |
| **COUNTY SIZE** | A | 72,782 | 41.6 | 1.84 | 131,517 | 39.8 | 96 |
| | B | 51,670 | 29.5 | 2.24 | 113,665 | 34.4 | 117 |
| | C | 26,987 | 15.4 | 2.18 | 57,777 | 17.5 | 114 |
| | D | 23,525 | 13.5 | 1.20 | 27,723 | 8.3 | 61 |

*Index = % of uses ÷ % of population.
Source: Statistical Research, Inc.

A description of sampling and survey procedures, sample sizes, sampling error estimates and other qualifications are available upon request.

# THE STUDY

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Contact your NYPSA Authorized Selling Representative, or call or write NYPSA Headquarters for any of the almost 50 additional brochures showing Yellow Pages usage for specific products and services and by census region/market size.

# NATIONAL YELLOW PAGES ADVERTISING WORKS

For more information, contact your NYPSA Authorized Selling Representative, or call or write NYPSA Headquarters.

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